



The
Food and Land Use
Coalition

**FOLU
2030**

**A New Strategy for
Transforming Food and
Land Use Systems**

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About FOLU

The Food and Land Use Coalition (FOLU) is a global community of innovators and experts working to advance sustainability, equity, and resilience in food and land use systems. United by a shared vision of rapid and transformative change, this network of seven Country Platforms, eight International Partners, and over fifty Ambassadors strives for a world in which food and land use systems enable people and nature to prosper. Created in 2017, FOLU advances diversity, embraces disruptive thinking, and forges consensus through an evidence-based approach. The Coalition empowers farmers, policymakers, businesses, investors, and civil society to unlock collective action at scale.

Our **vision** is a world in which sustainable, equitable, and resilient food and land use systems enable people and nature to prosper. Our **mission** is to galvanize diverse leadership, expertise, and solutions for rapid and transformative change in food and land use systems.

International Partners



Country Platforms



Our shared path forward A letter from the Coalition

The Food and Land Use Coalition (FOLU) is now seven years old; and what a seven years it has been. When we came together in early 2017, we considered ourselves 'early movers' at a time when the world had not fully acknowledged the impact the food and land use sector would have on our shared environmental and social objectives. FOLU's founding partners felt there was a need to bring together actors across agriculture, nutrition, livelihoods, health, climate, and biodiversity to work together—and so the idea of a coalition was born.

We were fortunate early on to secure the support of Norway's International Climate and Forest Initiative (NICFI), followed by the IKEA Foundation, the MAVA Foundation, the UK Government, the Gordon and Betty Moore Foundation, and several other partners—for whose support we are profoundly grateful. We built country platforms—first in Colombia, Ethiopia, and Indonesia—then in China, India, and most recently in Kenya and Brazil. We strengthened our understanding of nutrition thanks to GAIN and EAT's leadership and expertise. We mobilized global businesses, through the World Business Council for Sustainable Development. We championed a farmer-centric approach to working towards global food systems transformation with the World Farmers' Organisation and deepened our engagement in Africa with AGRA, both partners joining in 2019. We modeled long-term food and land use systems pathways through IASA and SDSN, and applied a critical look at national commitments and climate plans. We fostered a global network of Ambassadors and partners. We communicated relentlessly about the issues. And together, we have published and contributed to landmark research, including Growing Better (2019), which remains our cornerstone; and the Food Systems Economics Commission's Global Policy Report (2024), the most comprehensive study of food system economics to date. WRI and Systemiq have acted as gracious hosts for the Coalition's Secretariat throughout.

More recently, the food and land use systems movement has started to take off. In 2020, our very own ambassador Dr. Agnes Kalibata was asked by the UN Secretary General to lead the UN Food Systems Summit. The pandemic, the cost-of-living crisis, and global conflicts all placed a new and pressing focus on the fragility of food and land use systems and the urgent need for greater sustainability and resilience. FOLU played its part in putting the need for reform on the international agenda through a series of COPs from Glasgow to Dubai. This culminated in 2023, with the Emirates Declaration, now signed by 160 governments; the launch of the Ministerially supported Alliance of Champions for Food Systems Transformation; and a major set of commitments from non-state actors through initiatives such as the Action Agenda on Regenerative Landscapes.

Throughout this time, we have grown together as a Coalition, as colleagues, and as friends. Our 'FOLU family' has grown, with today more than 150 people involved internationally and within our seven country platforms. We have built relationships with many local organizations, learning and growing a great deal in the process. As we approach the end of our second phase in 2024, we have concluded that our work is not yet done—that indeed there is much more to do together. And so, with a refreshed governance model and a renewed sense of commitment and purpose, our ambitious strategy for the next phase sets out with a clear-eyed focus the points within the system in which we believe FOLU is uniquely well placed to drive change. This includes a stronger focus on engagement with businesses and financial institutions and tripling down on country implementation. We are grateful for your support and partnership as we embark on this critical next chapter.



The Challenge

Current systems fail people and planet

Humanity has achieved remarkable feats over the past fifty years. Since the 1960s, world agricultural output has well outpaced global population growth over the same period. Simultaneously, the share of the world population that is undernourished has decreased. On the face of it, we've managed to feed a growing population with abundant and affordable food while catering to increasingly diverse and demanding tastes. However, the regional distribution of these global successes has historically been unequal. Furthermore, they have come at hidden costs to our environment, societies, and the health of the people who work in and inhabit them. Simultaneously, the vulnerabilities of our food and land use systems have been made painfully evident in recent years due to COVID-19, escalating conflict, increased burden of malnutrition, and diet-related non-communicable diseases, all compounded by worsening climate impacts.

Food and land use systems come at a cost to nature, the climate, and people: they are a key driver of deforestation, biodiversity loss, and land and water degradation; food production is responsible for a third of global greenhouse gas emissions; and millions remain hungry and malnourished, while millions of smallholder farmers are locked into poverty. Overconsumption of finite natural resources has further exacerbated these costs, prompting calls for a paradigm shift in how we think about the bio-physical systems that sustain us. We will only achieve our global goals on sustainable development, climate, and nature if we transform how we produce and consume food and manage our natural resources.

Five major barriers need addressing

- 1. Concentration of power in food and land use systems.** Much of the risk posed by climate change and biodiversity loss is carried by producers, including millions of small farmers who often lack the capital needed to shift to more resilient and regenerative agricultural practices. Progress, and a transition that is both just and effective, will require reimagining how producers and their value chains interact.
- 2. Policy paralysis.** Responding to several crises including acute conflict, pandemic recovery and ongoing inflationary pressure, and the impacts of climate change, many governments are reverting to short-term fixes rather than systemic cross-sectoral policy reforms. Often, even where ambitious commitments and measures are in place, they face serious challenges to policy implementation and resistance from those benefitting from the status quo.
- 3. Lack of a voice for grassroots movements.** Global and national modeling demonstrate that better food and land use systems are possible. However, advocates must embrace and nurture more bottom-up, inclusive approaches to initiate change on the ground.
- 4. Wavering commitment to healthy and sustainable diets.** Shifting diets and reducing consumption footprints are some of the strongest levers for unlocking the benefits of transforming food and land use systems. However, governments have shown little appetite to intervene in the markets that shape and respond to consumer preferences or pivot from crisis aversion to long-term resilience.
- 5. Fragmentation of effort.** Civil society—and all actors in food and land use systems—struggle with a persistent lack of consensus on priorities and the targeted, contextually specific, and pragmatic actions required to overcome barriers to change. Too often, research and initiatives at an international level are not informed by or ignore the needs of national agendas, and local action does not fully leverage global insights and opportunities to learn from other contexts.

A better future is possible

FOLU's flagship report *Growing Better* sets out a compelling reform agenda to transform food and land use systems globally, based on ten critical transitions. The economic logic is clear: up to \$10 trillion could be unlocked annually through avoided health, environmental, and social costs coupled with new business opportunities. This dwarfs the \$350 billion annual investment needed to facilitate the needed transitions and benefits.



The progress we need in food and land use systems requires breaking down silos and working collectively. FOLU's new strategy exemplifies how coalition-led efforts can drive real, on-the-ground change for both people and the planet.

Ertharin Cousin,
CEO and Founder,
Food Systems for the Future
FOLU Ambassador

Momentum

A shared vision for action is emerging

Individually, FOLU's critical transitions are difficult to deliver. But by taking a systems approach and empowering key actors around multiple transitions, new solutions emerge that can break through the inertia. The impacts of our current food and land use systems—polluted rivers, crop failures and the subsequent spiking of commodity prices, flash floods, and forest fires—are concentrating the attention of citizens, farmers, politicians, and business. FOLU was an early mover and now forms part of a broader ecosystem of myriad platforms, coalitions, and citizen movements that catalyze systemic solutions to food and land use issues.

New political impetus

Food and land use systems are an increasing focus of the global sustainability agenda, partly thanks to FOLU's efforts to mobilize action. In 2021, the United Nation's Food System Summit (UNFSS) marked a significant milestone in driving political action around food and land use systems: it succeeded in convening diverse stakeholders to launch bold new actions, solutions, and strategies aimed at transforming food and land use systems to achieve all 17 Sustainable Development Goals. Two years later, 134 governments endorsed the COP28 Emirates Declaration on Sustainable Agriculture, Resilient Food Systems and Climate Action. At its launch, the signatory countries of the Declaration represented more than 5.7 billion people, almost 500 million farmers, and 70% of all food eaten. The Declaration, which has since been endorsed by over 25 additional countries, provides a new political mandate to drive forward food and land use systems transformation. The Alliance of Champions for Food Systems Transformation (ACF) was also launched at COP28, demonstrating leadership and commitment at the national level to act on food and land use systems transformation. Countries have begun the hard task of delivering on their commitments.

The private sector is responding

As governments and their citizens increase their focus on food and land use systems, leading companies are also taking action to win the prize of the transition. COP28 saw the launch of the Action Agenda on Regenerative Landscapes, which unites 30+ of the world's leading food and agriculture organizations across the value chain—from farmers to agribusinesses, financiers, local governments, and civil society—to unlock the scale-up of regenerative landscapes. As of COP28, participants have reported partnering with 3.6 million farmers to transition 160 million hectares across 115 countries and 40+ commodities, with over \$2.2 billion in transition funding committed. Growing numbers of investors are committed to seizing the substantial economic opportunity associated with the transition, which Growing Better estimates at up to \$4.5 trillion annually.

Farmers are at the forefront of change

At COP28, 70 representatives of national farmers' organizations underlined the critical role of farmers in the fight against climate change, calling on governments to support the work they must do and are already doing on the ground. A successful transformation of food and land use systems will depend critically on engaging with farmers in defining achievable, quantifiable goals that take into account the protection of farmers' rights and livelihoods, the well-being of rural communities, and the unique biological nature of farms.

FOLU is well placed to inspire impact

Our unique composition, partnership, and approach have helped to accelerate the pace of change over the past seven years. FOLU's Country Platforms have been acting on food and land use systems transformation with innovative approaches that are ready to be scaled to generate impact.



The transformation of food and land systems is one of the most pressing challenges. We must harness innovative practices and sustainable strategies to manage our precious land resources wisely, ensuring food security and ecological balance for future generations. The time to act is now. The FOLU 2030 Strategy is vital to leveraging coalition power to drive a just and sustainable transition for all.

*Dr Agnes Kalibata,
President of AGRA
FOLU Ambassador*



Process

Our ambitious strategy development process

At the end of 2023, FOLU engaged across the whole Coalition and beyond to understand how we could improve our impact and meet the scale of the challenge.

What we do well

Through this strategy process, we consistently identified four areas where FOLU excels and where we add value to the broader community.

- 1. Systems focus.** FOLU always takes a systems lens to transforming food and land use systems that looks beyond individual sectors and agendas. This means considering all aspects of our food and land use systems—from farm to fork. For instance, FOLU has supported policymakers and practitioners in identifying effective policy measures and system levers through a framework for leveraging ‘positive tipping points.’
- 2. Transformative solutions.** FOLU focuses on solutions that can close the gap between what science tells us is necessary and the current state of a system or country. Since 2021, FOLU has been piloting actions within its country platforms and is now ready to scale many of these.
- 3. Synergies.** FOLU provides capacity to governments and other partners to ensure the effective and efficient deployment of resources. FOLU seeks to drive collaborative action across the Coalition, recognizing that the breadth and depth of FOLU’s network is one of its greatest strengths.
- 4. Consensus-building.** FOLU is committed to consensus-building and applying evidence and on-the-ground experience to the many issues that threaten to derail the transition. FOLU brings together actors from across global food and land use systems, making it well suited to address their most complex and multilayered challenges.

Where we need to focus more

The strategy development process also identified areas where FOLU wants to strengthen its approach to ensure we drive the greatest impact possible.

- 1. Deeper coalition collaboration.** As a diverse ‘network of networks,’ FOLU needs to strengthen the bonds that bind together FOLU’s many partners, international and national, by encouraging collaboration and the flow of information.
- 2. Move all stakeholders together.** System change can only succeed if all parts of the system are aligned in their understanding and directions—ensuring no stakeholder group is left behind. This requires working with those with power in the system and those who currently lack it.
- 3. Country-led change.** As FOLU continues to shift from setting ambition to accelerating implementation, we will further build the capacity and resources available to country platforms to form trusted relationships with key stakeholders in government and beyond.
- 4. Politically salient framing.** FOLU will embed its work within existing national processes, institutions, and contexts to ensure lasting and transformative change. FOLU also recognizes the importance of framing food and land use system challenges and opportunities as politically advantageous to address for business and the financial sector.
- 5. Strengthen governance and embed learning.** Reinforcing the Coalition’s governance will ensure that FOLU can scale and deepen its operations effectively. In parallel, a more organized approach to learning will enable effective dissemination of lessons learned and best practices throughout the Coalition.

Impact in numbers

Headline figures from FOLU Phase 2 Impact Report (2021-2024)

FOLU is proud of the role we have played in shifting food and land use issues from siloed efforts toward more holistic agendas. Some of our headline numbers from Phase 2 (2021-2024) are below. However, not all impact is easily quantified or in the open. FOLU often supports and empowers partners to catalyze action rather than delivering services directly to farmers or consumers. Our *Impact Report* offers nine narrative stories of our influence and impact over the past three years.

IMPACTING PEOPLE

1000+

practitioners using Colombia’s REGENERATION PLATFORM

3.5M

farmers PARTNERING WITH MULTINATIONALS via WBCSD initiative

5.7BN

lives improved if EMIRATES DECLARATION is fully implemented

70+

FARMER VOICES at COP28

SUPPORTING POLICYMAKERS

20

MINISTRIES ADVISED globally on food systems transformation

25

NATIONAL ACTION COALITIONS established

18

TOOLS developed to enhance national decision-makers

85

FARMER ORGANIZATIONS provided guidelines to policymakers

MOBILIZING RESOURCES

300M PESOS

invested by Colombia’s national bank into NEW REGENERATION FUND

\$300M

PHILANTHROPIC INVESTMENTS directed to reducing food loss and waste

\$64M

MOBILIZED FOR FOLU with 50% to scale in-country action

REGENERATED LAND

3.1MHA

under SUSTAINABLE AGRICULTURAL PRACTICES in Ethiopia

7.3KHA

transitioned to REGENERATIVE CATTLE RANCHING in Colombia

160MHA

committed to transition to REGENERATIVE AGRICULTURE by leading multinationals

ENGAGING BUSINESS

17

companies piloting SCIENCE-BASED TARGETS for nature

25+

companies advocated for POSITIVE POLICIES ahead of COP28

23

companies joined CENTER FOR AGRI-FOOD SECTOR SUSTAINABILITY & CLIMATE ACTION in China

BUILDING KNOWLEDGE

170+

FOLU KNOWLEDGE PRODUCTS published

400+

WORKSHOPS DELIVERED around the world

125%

increase in ‘FOOD SYSTEMS’ media mentions from COP27 to COP28

Our strategy

Goal

We are accelerating the transformation of food and land use systems to deliver for people and planet. Everything we do has this as its objective for the simple reason that systems are not changing fast enough. In too many cases, they are trending in the wrong direction entirely.

Impact

We track progress across four key impact areas: human health and food security, community livelihoods, environment, and climate. Progress and success in these four impact areas represent a holistic improvement in the food and land use systems we engage.

For each impact area, a top-line system goal for 2030 anchors our ambition to ensure we are focused on transformational change. These are:

- **Improving human health and food security.** Ensure that all people have access to a nutritious, healthy diet.
- **Supporting resilient farmer and community livelihoods.** Ensure that all jobs created in food and land use systems transformations are remunerative and equitable, contributing to a just transition.
- **Reducing and reversing nature loss.** Ensure sufficient food is produced within the existing agricultural land footprint, i.e., no more conversion of natural ecosystems, per the Glasgow COP26 Declaration on Forest and Land Use.
- **Addressing climate change.** Ensure that the food and land use sector is doing its part to deliver on international agreements for the reduction of greenhouse gas emissions and adaptation to the intensifying effects of climate change.

Pathways

We work towards these goals through four strategic pathways. The first three focus on bringing stakeholders together within a particular 'scope'—a geography or a product—to develop holistic solutions. The final pathway is cross-cutting. We strongly believe there is a role for all stakeholders to play in all pathways; the examples highlighted are indicative and non-exhaustive.

1. **Landscape transformations.** We will promote landscape-based approaches at the appropriate scales for their local contexts. Food and land use issues do not always abide by human jurisdictions—they follow nature's patterns and communities. Depending on the landscape, planning at the level of a water catchment area, a biome, or a community can enable more holistic management. All stakeholders must collaborate, drawing on FOLU's networks with different groups from local partners to businesses and policymakers. Engaging with farmers and frontline communities will be essential to scaling this approach. Farmers are both crucial economic actors in their communities and society, are deeply connected to the land—which transcends political boundaries—and are directly impacted by its health and productivity. Farmers possess invaluable local knowledge and can act as stewards of the landscape, implementing and spreading sustainable practices across the region. By involving them in the process, we will tailor landscape transformations to local needs, ensuring greater adoption and long-term success.



Feeding the world without plundering the planet requires a reinvention of our food system and unprecedented collaboration. FOLU's approach brings together sectors—public, private, and civil society—to create sustainable solutions. In fact, forward-thinking businesses will leap upon this agenda which can unlock \$4.5 trillion a year in new business opportunities.

Paul Polman,
Business leader, campaigner,
CEO of Unilever '2009-19',
Co-author 'Net Positive'
FOLU Ambassador

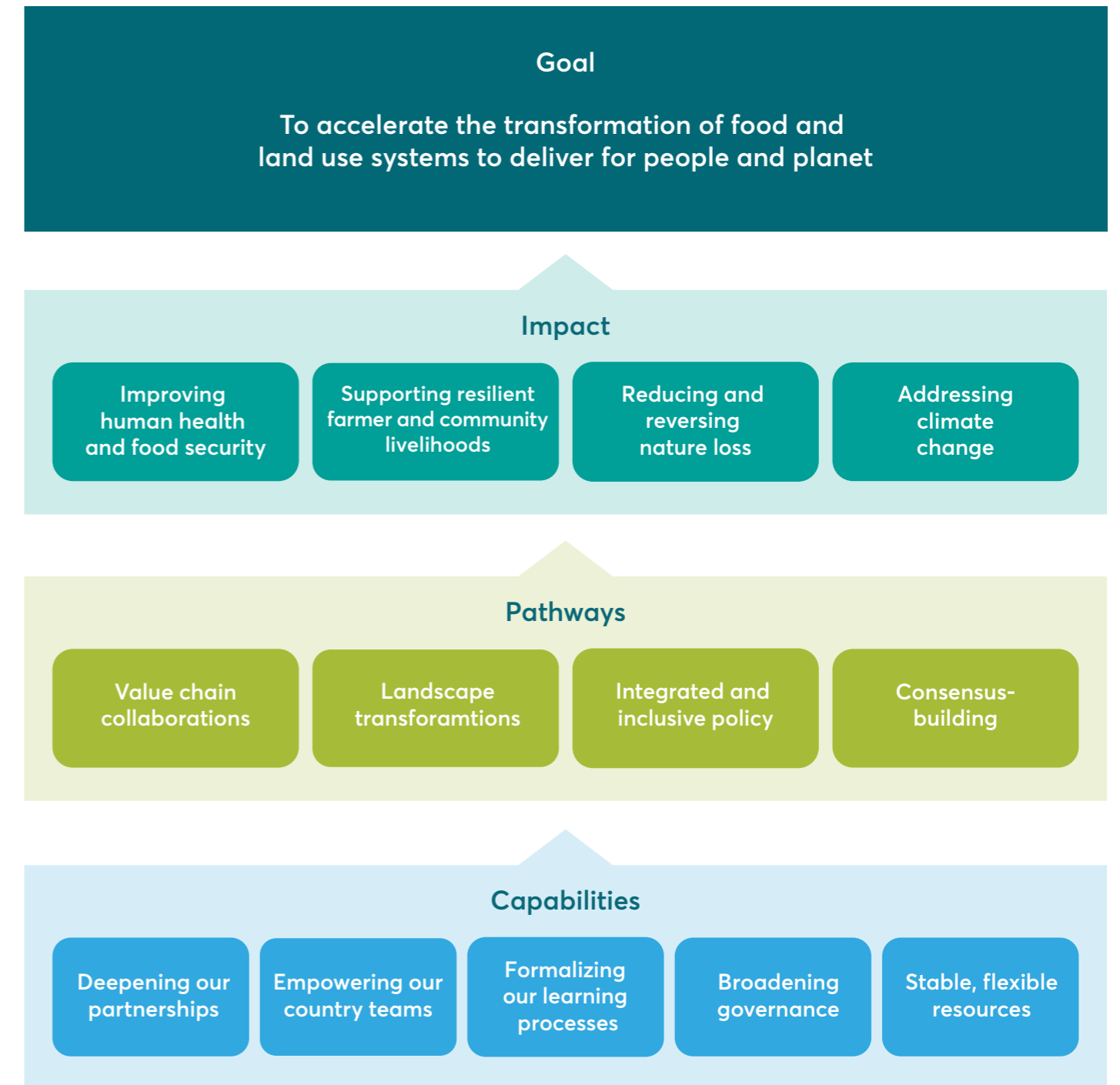
2. **Value chain collaborations.** Through this pathway, we will transform value chains by aligning and mobilizing key food value chain actors around solutions. This requires new forms of cooperation that allow for more equitable sharing of value and risk between actors and recognize how decisions at one end of the value chain affect stakeholders at the other. Business and investors play a critical role in working with stakeholders at all points in the value chain. Just as fostering transparency and accountability across the entire value chain will make it easier to identify and mitigate risks, strengthening trust between all actors will be essential to unleashing collaboration to deliver shared goals.
3. **Integrated, inclusive policy.** We will focus on supporting countries and local actors in strengthening national action plans, in operationalizing existing and new commitments, and leveraging international support and engagement from other stakeholders such as farmers and business where needed. Despite bold commitments to both mitigation and adaptation, too few governments are putting in place the enabling environment to achieve them. Integrated policy platforms and action plans can help to balance competing objectives, rationalize contradictory or ineffective policies, and build broad stakeholder support for bold government action. It will be essential to engage with government and financial institutions.
4. **Consensus-building.** The final pathway is cross-cutting, focused on building an understanding of systems transformation by tackling complex and potentially controversial aspects of food and land use systems. FOLU will lean into the contested areas that have the potential to derail progress and focus on supporting consensus through evidence and dialogue. By its nature, this approach will require the engagement of all stakeholder groups: government, business, the financial sector, farmers, and more. FOLU works across all of these groups, enabling us to bring together the diverse perspectives represented by these sometimes disparate stakeholders.

Capabilities and dedicated internal mechanisms

Finally, we will seek to develop and strengthen the capabilities we need to deliver this ambitious program with the flexibility and creativity to overcome unexpected obstacles. We are focused on deepening our partnerships with global and national organizations based on shared goals while empowering our country teams by investing in their growth. These teams, in turn, are stepping up their leadership, driving local efforts, and setting examples for others to follow. We will formalize our learning processes to ensure we continue to strengthen our interventions and catalyze broader learning with our partners. Effective collaboration demands transparent, inclusive governance, and we have revamped our decision-making processes to ensure we operate as a true collective mind. Finally, we need stable, flexible resources to deliver the long-term changes towards which we work and have launched a major resource mobilization campaign to sharpen our effectiveness.



FOLU's strategy at a glance





FOLU is uniquely equipped to catalyze the transformation of food and land use systems, with its 2030 Strategy providing a clear pathway for sustainable change. This strategy turns ambition into action, building a future where resilient food and land use systems are at the core of human prosperity and environmental health.

*Cristián Samper,
Managing Director and Leader of
Nature Solutions, Bezos Earth Fund
FOLU Ambassador*



Delivering change in countries

We believe real change takes place on the ground. FOLU has established seven Country Platforms, each hosting a coalition of national and global partners working towards a common agenda: Brazil, China, Colombia, Ethiopia, India, Indonesia, and Kenya. Together, these countries represent half of the world's population, 40% of global food production, and half of the remaining primary tropical forest, meaning that improvements in their food and land use systems have a significant global impact. Each country platform is unique and requires a tailored approach to food and land use systems transformation. A country-led approach ensures sovereign priorities shape FOLU's activities with engagement from FOLU International Partners where relevant.



Colombia

Our approach. Through collaborative methodologies, FOLU Colombia has engaged over 600 participants from civil society, academia, government, and private entities to develop diagnoses and roadmaps for key food producing departments, creating strategies and coordinated actions for impactful, context-specific solutions. These roadmaps guide actions to promote regeneration, food policy shifts, and innovative financing mechanisms.

 + 200 regional partners

Brazil

Our approach. FOLU Brazil endeavors to unite the Brazilian food and nature protection systems, forging strong connections between global and national climate actions. By linking opportunities and risks in the Brazilian food industry with global value chains and family farming, the goal is to create synergy among existing local and regional activities, attract resources and investments, and incentivize innovation. FOLU Brazil will act to bring the topic of climate resilience and adaptation to national food security plans and discussions.



Kenya

Our approach. In a context where food and land use systems actors are working in silos, FOLU Kenya works closely with the national government and a diverse national coalition to push forward food and land use systems transformation with one voice that offers solutions and galvanized expertise. Our work focuses on advancing an agenda for productive regenerative agriculture in Kenya, promoting consumption of healthy diets, reduction of food loss and waste, supporting protection and restoration of nature, and a whole-systems approach to policy at national and sub-national levels to accelerate the holistic transformation of food and land use systems in the country.



India

Our approach. FOLU aims to create impact by harnessing the individual and collective strengths of the partner organizations as well as its position as a unique coalition. By engaging government at national and subnational levels together with civil society, FOLU India aims to help catalyze food and land use systems transformation in the country. Our activities include work to develop sustainable and regenerative agriculture practices in specific agro-climatic contexts; addressing issues of food loss and food waste; supporting state-level governments to implement policies that focus on crop diversification; and promoting plant-based, nutrient-dense, culturally sensitive foods to improve health outcomes.



Ethiopia

Our approach. Over the next five years, FOLU aims at becoming a leading partner to which food system actors turn to advance transformative food and land use system actions in Ethiopia. The platform will continue to serve as a trusted advisor to government, build new partnerships to move from commitments to actions, and test and scale up innovative interventions with motivated public and private sector actors. We will advance regenerative and sustainable agriculture, reduce post-harvest loss in selected agricultural value chains, advance healthy diets, and promote blended finance solutions.



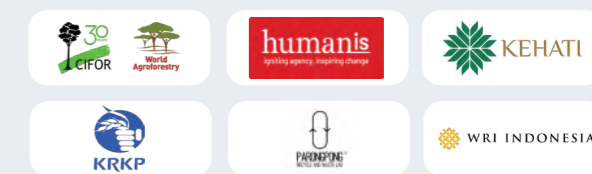
China

Our approach. FOLU's approach to transformational change in China focuses on those aspects of China's domestic transformation that have spillover effects on the world, as well as China's role in the global food system transformation through investment, supply chains, and technology transfer. Within the Chinese context, we explore domestic transformation pathways, address key gaps in the transition, and provide an enabling environment for various actors. We identify opportunities to address gaps in knowledge and evidence while promoting synergies between different policy priorities to accelerate and deepen reform efforts. Additionally, we aim to strengthen the scientific and economic evidence base for policy reform and demonstrate impact through local pilots and multi-stakeholder approaches.



Indonesia

Our approach. The top-down, centralized nature of Indonesian food policies in recent decades, coupled with the promotion of rice as a staple nationwide, is creating escalating environmental and health costs. A more bottom-up and eco-regional approach to food system policy that respects and promotes local food resources and wisdom would enhance food security and go a long way towards correcting the country's nutritional problems. FOLU Indonesia is working to promote this vision.



International engagement

FOLU International Partners support food and land use systems transformation through their participation in national coalitions and their contributions to FOLU's international work.

Combining global knowledge and engagement with country-level insights

Focus on country access. We will focus our work on ensuring global tools, analyses, and initiatives created by FOLU partners are available to countries and adapted and tailored for use at a local level. This includes tools and resources to navigate political-economy challenges; support national planning, target-setting, and decision-making; help farmers and communities; and support businesses to transform their value chains. Examples include the co-development of our Prosperous Land, Prosperous People report series on scaling finance for nature-based solutions in Colombia and Kenya.

Elevate country insights. We will leverage FOLU's country platforms to exchange best practices, synthesize learning, and share insights at international forums to shape global agendas and scale effective policies, e.g., by elevating regenerative agriculture solutions to a broader audience and establishing regional structures for financing nature-based solutions. With rising urgency of national implementation, FOLU will support local dialogue and accountability of policy action and international support as needed.

Address contested topics. We will continue FOLU's record of thought leadership by using evidence to build consensus on contested topic areas. Through a science- and evidence-based approach, in addition to convening and dialogue, we will contribute to a common understanding of some of the most controversial challenges and opportunities, emerging with a common vision of change. Such topics include improving diets, enhancing the sustainability of the livestock sector, shifting the economics of ultra-processed foods (UPFs), and assessing progress and action on global goals related to food and land use under climate, biodiversity, and development frameworks.

Driving transformational change across stakeholder groups

Mobilizing government and multilateral processes. We will leverage the Coalition's partner networks to bring diverse voices—including farmers, businesses, and partners involved in FOLU's country platforms—to the policy table and work closely with UN institutions and other partners to coordinate action. This includes calling for high-ambition policy environments; benchmarking progress; advancing policy commitments; informing global agreements to ensure they take a holistic approach; and convening state and non-state actors at local, national, and international levels to amplify messages and drive meaningful, sustained collaboration.

Mobilizing business. Where regulation lags or is impractical, supporting voluntary business action is critical to achieving food system transformation at scale. Business must drive context-specific solutions, noting their critical dependence on the agricultural products, landscapes, and geographies in focus. We will prioritize arming businesses with the necessary tools to set, deliver, and report on science-based targets, including through SBTN; explore tailored solutions through a value-chain approach; and strengthen collaboration between businesses and other stakeholders at the landscape level. In this way, we envision business as a powerful and positive force for transforming food and land use systems.

Mobilizing investors. To transform food systems, financial institutions from the public and private sectors must redirect and increase their annual investments to over \$536 billion annually by 2050, four times the amount invested today. High risks, low returns, long time horizons, and small ticket sizes require catalytic investors and the public sector to scale concessional finance and unlock private sector investment. We will work with financial institutions to put food and land use systems' actual costs on the balance sheet and unlock responsible finance.

Engaging with farmers and communities. Farmers and other land stewards are not passengers in this transformation. They are the original innovators, sharing knowledge, infrastructure, and networks to support better outcomes. Just as farmers are not a homogenous group, their roles in food and land use systems are unique and multidimensional. The challenges facing a smallholder farmer experiencing acute food insecurity are inherently different from those posed by transitioning a large, capital-intensive farm to new approaches. Farmers can be victims of the risks inherent in the current system but are also a powerful political force for change. They are important partners in our private sector work and a crucial source of knowledge and experience from which to learn. We will seek to unleash the innovation latent in this diverse stakeholder group as changemakers in the system, ensuring that farmers can actively shape the environment in which they operate.

A strategic communications strategy underpins global engagement

Strategic communications are essential for raising ambition and connecting solutions to people. They can also shift the possible by helping to create a deep understanding of system change. We seek to achieve three key objectives through our communications in Phase 3: (1) mainstream FOLU's agenda by providing the right messages to the right people at the right time; (2) facilitate knowledge sharing and access to learning, prioritizing opportunities to highlight the links between our international and country-level food and land use systems initiatives; and (3) challenge the status quo and build consensus. Through an inclusive, decentralized, targeted, and politically salient approach, FOLU's communications function will support fulfilling these objectives and underpin the rest of the Coalition's international engagement.

A robust monitoring and evaluation strategy ensures global results and impact

Our approach will involve implementing a comprehensive monitoring and evaluation (M&E) system to enhance learning, collaboration, and alignment with funding partner expectations. We will strengthen our approach in Phase 3 by (1) creating more space within formal MEL processes for reflection, discussion, and iteration; (2) prioritizing learning as a key outcome; and (3) increasing resources for M&E activities. This system will help us manage adaptively, deliver meaningful results, and ensure accountability through regular monitoring and evaluations by third-party experts.

This approach will be informed by a high-level results framework that builds on FOLU's theory of change, focusing on outcome-based indicators and merging past efforts into strategic goals that align with national plans and global standards. Our results framework will support food and land use transformations within specific country contexts while allowing for adaptive programming. As we progress, we will fine-tune these indicators, create an annual impact dashboard, and closely monitor outcomes to continually improve and guide future strategies.



Call for partnership

Too often efforts to change food and land use systems are fragmented. Global initiatives risk disconnection from the lived realities of those on the ground, while local food movements can struggle to connect with the markets they need to scale. This runs counter to the problem at hand—deeply interconnected systems and wicked problems that cannot be solved in silos.

FOLU was established to reduce these silos and foster greater collaboration between its partners. We extend that offer to others who share our vision. We seek to build open, generous partnerships across government, business, farmers' organizations, civil society, and funders to accelerate change. Only by acting together can we achieve a better future.

FOLU is deeply grateful for the generous support of its funders, which include: Bezos Earth Fund; ClimateWorks Foundation; Federal Ministry for Environment, Nature Conservation and Nuclear Safety (BMUV), Germany; Foreign, Commonwealth and Development Office (FCDO), UK; Gordon and Betty Moore Foundation; IKEA Foundation; MAVA Foundation; Norway's International Climate and Forest Initiative (NICFI); People's Postcode Lottery, UK; Porticus; Quadrature Climate Foundation; Rockefeller Foundation; Sequoia Climate Foundation; and The David and Lucile Packard Foundation.



In the expansive field of food and land use, FOLU connects the dots, builds bridges, and fosters essential conversations on transforming food systems. Despite these systems' many complexities, FOLU drives change and paves the way for actionable, sustainable outcomes.

Louise Mabulo,
Founder, The Cacao Project
FOLU Ambassador



**FOLU
2030**

A New Strategy for Transforming Food and Land Use Systems

foodandlandusecoalition.org



The
Food and Land Use
Coalition

